

AGENDA ITEM SUMMARY

DATE OF MEETING: September 23, 1998

ITEM TITLE: PROPOSED BOUNDARY CHANGES

PREPARED BY: Andy Vobora, Service Planning & Marketing Manager

ACTION REQUESTED: Formulate recommendation for October 21 Board meeting

BACKGROUND: The discussion surrounding District boundary changes is necessary at one level to address two specific issues and at a second level to address more general issues.

The first specific change involves the southern LTD boundary. LTD routes #23 and #24 are currently providing service outside the existing boundary and have done so for many years. Addressing this issue is needed to provide a level of consistency. A change in this area will result in a small number of payroll taxpayers and self-employed taxpayers being added to the District. The second specific area the committee should discuss relates to how the tax boundaries will be applied to the new taxing area around Creswell and possibly Cottage Grove. Several options have been discussed, and there are community expectations that the boundaries will incorporate only urban growth boundaries.

At a more general level, the committee will have an opportunity to discuss creating a more consistently applied boundary for the entire service area. A mix of different boundary applications has created some level of inconsistency, and in some cases established boundaries outside the two and one-half mile limit set in ORS 267.

Staff have worked with LCOG to develop a couple of options for creating new boundaries. These include a 1.75-mile and a 2.5-mile boundary that extends on both sides of a bus route. Exceptions to these standards were made to account for natural barriers and barriers such as county lines. The following statistical information resulted:

	<u>Employment</u>	<u>Annual Payroll</u>	<u>Payroll Tax</u>
	<u>Records</u>		
Existing District	7,712	2,207,849,628	13,247,097
1.75-mile Boundary	7,665	2,198,723,172	13,192,339
2.50-mile Boundary	7,742	2,206,553,908	13,239,323

The committee will be able to discuss the pros and cons of changing the boundaries and have an opportunity to ask for more information if necessary. A committee recommendation is needed for the full Board at the October meeting.

**CONSEQUENCES OF
REQUESTED ACTION:**

The committee's recommendation will be placed on the agenda for the October 21, 1998, Board meeting. Any changes to the boundary must be made by ordinance, which requires readings at two meetings. Should the committee recommend boundary changes, an ordinance will be prepared for a first reading on October 21.

ATTACHMENT:

None

PROPOSED MOTION:

(to be developed at committee meeting)

AGENDA ITEM SUMMARY

DATE OF MEETING: October 19, 1998

ITEM TITLE: 1998 MARKET AREA SURVEY

PREPARED BY: Ed Bergeron, Community Relations Manager

ACTION REQUESTED: None

BACKGROUND: The 1998 Market Area Survey was distributed to the Board in September. This survey is a follow-up to the 1995 Market Area Survey conducted by Northwest Research Group. For the 1998 survey, 607 adults aged sixteen years and older were interviewed within LTD's primary service area. Interviews were conducted between May 25 and June 10, 1998.

Specific objectives of the research include:

- Measure awareness of Lane Transit and the services it offers, as well as awareness and recall of promotional efforts
- Identify attitudes and opinions concerning the transit system, its routes and schedules, its perceived performance, and its value to the community
- Assess attitudes toward transit that affect transportation choices
- Profile riders and nonriders, including demographic characteristics, frequency of riding, dependence on transit, former ridership, and potential ridership
- Profile commuters, including preferred travel mode, travel patterns, barriers to the use of public transportation, and importance of specific service factors
- Assess support for and likelihood of using proposed transit services
- Measure changes in key measures from the February 1995 study

A detailed presentation will be given to the Board by Northwest Research Group at the October 19 work session. Board members will have the opportunity to ask questions about the study, as well. **Tie-in to BRT walkabout????**

ATTACHMENT: None

PROPOSED MOTION: None